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AUGUST 1954

EXTENSION SERVICE

*Review*





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## Ear to the Ground

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• As your editor puts an ear to the ground, a medley of good wishes and friendly greetings leaves her breathless. Next month, I vacate the editorial chair with mingled regret and anticipation.

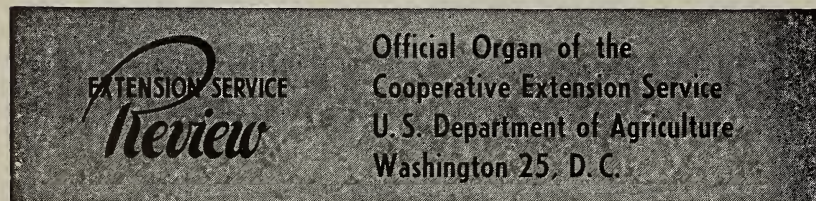
• I'll miss the feeling of understanding and interest which the many readers have given me during the years. I'll miss the feeling of fellowship we have had. To struggle for just what you wanted in the magazine, to work with you in developing stories of your work which would be helpful to others, to hear from you when something struck your fancy, and then unexpectedly to actually come across some of you in person in Washington or in the field has given me much satisfaction and pleasure.

• I can also see ahead an era of greater usefulness for the REVIEW. There never was a time when we needed more to know what the other fellow is doing, to keep up with methods proved effective by co-workers, to understand the philosophy of our work, to be alert to our opportunities. The Challenge of Today as Director Ballard discusses it in this issue has an important spot for your Review. Your new editor, Mrs. Catherine Beauchamp, is capable and devoted to our objectives, and with your help the magazine will grow "in stature and in favor with God and man." You will hear more of her next month.

• I look forward to exploring new fields of endeavor with my husband, George, who is also still an extension worker at heart and well known to many of you readers who helped him a few years ago picturing extension work throughout the country.

• Next month's REVIEW looks good to me with an account of how pastures were developed in Dade County, Fla.; of how Atlantic County, N. J. developed a better sweet potato crop to bring back prosperity; how an Illinois agent uses soil testing as the first step in soil improvement; how a Nebraska county home demonstration council studied problems in family living; and other good reading.

• Wish you all success and happiness and I'll be seeing you.—C. B. A.



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LESTER A. SCHULZ, *Director*

CLARA BAILEY ACKERMAN, *Editor*

DOROTHY L. BIGELOW, *Associate Editor*

GERTRUDE L. POWER, *Art Editor*

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# The GO-AHEAD Signal

**C. M. FERGUSON, Federal Extension Service, explains the new appropriation and the opportunities it brings.**

THE START of a dynamic new year has begun for the Cooperative Extension Service. More than 7 million dollars of additional Federal funds, plus additional State and county monies, are now available so that an intensified, personalized service can be given to a fair number of farms. With over 5 million individual farm units in the Nation, it is evident that this is just the beginning of a move to give farm people the kind of help they want to solve the complex farming problems of today. To do an intensive job of helping farm people to voluntarily plan and put into action a complete farm and home development program will require more manpower. Helping them to fit scientific information and successful experience to their individual enterprises will tax the abilities of even the most exper-

ieniced extension workers. It is not just a question of weed control, new varieties, water conservation, or a host of other factors treated individually. It is all that goes into better farm and home living.

The sum is modest—but enough to put a new agent in every third county. It is enough to begin to try out new techniques in some counties in every part of the country. It has been agreed through the Land-Grant College Association to use at least 85 percent of the money to strengthen and redirect work in the counties. The ideas will be tried out by the most experienced agents and the workload will be held to groups small enough to show concrete results. Some of the money will go to strengthen educational work in marketing, the utilization of farm products, and public affairs.



if we do not assist in developing broader programs out in the counties. These will include marketing and consumer education, health and recreation, housing, public policy, and human relations. They will include as well our old standbys which must not be abandoned—production work involving mainly the physical and biological sciences, elementary home technology, and youth work.

The full meaning of agricultural technology just doesn't come into focus when you try to divide most farms into "departments." We can give a farmer all the information in the world about a dairy problem, a livestock problem, a crop problem, but the toughest job—and one on which he needs the most help—is this job of fitting all these things into one farm management pattern, one that will best suit his soil and size of operation, meet his family needs, and fit into the established agricultural policy of county or State. This is the job we are undertaking.

This widening of our educational curriculum and concentrating upon proved techniques, reveals a necessity for many more and even better trained staff people. This brings up the second minor problem of financing. The present appropriation makes a start.

Farm organization people working on the problem agree that in 20 or 25 years there should be on the average, a county agricultural

*(Continued on page 175)*

## The Challenge of Today

**FRANK L. BALLARD, Associate Director, Oregon, discusses the extension program of today and the events which have developed it.**

WE ARE now at a point where Extension is about to greatly accelerate its progress or to slide into a humdrum activity failing to measure up to its vital potentialities. Either the Land-Grant College organization as a whole will reaffirm its objectives in agriculture and home economics, overhaul its procedures, and step boldly into rural leadership; or that part of its work in which we are engaged will be more and more supplanted by other agencies.

This turning point—even crisis—in the progress of Extension as we have come to know it is highlighted

by two major problems closely interrelated. The first is to build, in consultation with the people, a dynamic rural life program in every county in the country; the other is to finance it. The program must be clear cut and driven into the consciousness of all people and all interests within the county, and, of course, it must be adequate to meet current rural needs.

Policies and procedures designed to cope with yesterday's problems are not satisfactory today. Today's problems are different, and today's circumstances are different. We are closing the door in our own faces,



# A Working Plan for Agricultural Development

R. E. CARTER

County Agricultural Agent, Fayette County, Pa.

**B**ELIEVING that modern day agricultural frontiers are right at home, agricultural leaders, business, industrial, and civic leaders of Fayette County, Pa., under the direction of the local Agricultural Extension Service, have for the past 4 years been promoting an agricultural development program geared to the needs of their community.

Actually the program owes its beginning to activities organized in the spring of 1947 when the Fayette County Agricultural Extension Association, in an effort to promote better land use, organized their first soil-management field day which has since become one of the outstanding extension programs of the year. This program was instigated in cooperation with local agronomy leaders and developed a nucleus of leadership that has since led in promoting the agricultural development program.

As interest developed for an expanded agricultural program for Fayette County, particularly on the part of business leaders who were anxious to find new industries to replace the diminishing coal mining activities, it became apparent that there was a place for a joint business-agriculture approach.

In 1950, at the call of the local extension service, a general agricultural development meeting was held, and upon recommendation of the group a permanent steering committee was established.

Membership on the agricultural development committee included representatives not only of agriculture and agricultural organizations but also business, industry, labor, and civic groups. Members of the Committee met, organized, and established 4 subcommittees including (1)



County Agent Rex Carter (right) looks over a Dorset stud ram, heading the crossbreeding program of C. Emerson Work (left), one of the first farmers to receive a superior award.

production of agricultural commodities, (2) marketing agricultural commodities, (3) conservation of agricultural resources, and (4) public relations.

Each group was authorized to survey its field and develop tentative programs for consideration.

These studies resulted in an activity sheet highlighted with expansion of our soil-management field day to include crops and livestock, a local farm market program, a farmer recognition program and a county fair. Two programs, the field day and the farmer recognition, have been developed extensively to date.

The expanded soil-management field day has reached the point where a 250-acre tract of land obtained in

1953 by the Fayette County institutional district has been made available to the crop improvement association and the soil management group to use in any way they see fit for demonstrational purposes. This was formerly one of the good farms in that section of the county. On this area, plots of perennial grasses and legumes, detailed fertilization projects, and extensive variety tests have been established. In addition, it includes 40 acres where a strip-minded area is now being reclaimed.

Achievement awards for individual farmers in recognition of their contributions to welfare of their community were developed in 1952 as a joint program of the agricultural

development committee and the Uniontown Chamber of Commerce. This program was developed with a two-fold purpose in mind, one to recognize the contribution of local agriculture to the economic and social welfare of the county, and second, to add dignity to the profession of farming.

Those nominated to receive awards were given an opportunity to qualify in four different groups headed by the "superior farmer" group which included those who had made not only outstanding records on their own farms, but had also made an outstanding record of contribution to leadership in community, county, and State agricultural activities. Each member of this group was awarded a large outdoor plaque approximately 3 feet square, stating that the recipient had been selected as a "superior farmer." Groups 2, 3, and 4 received certificates of merit complimenting them on their agricultural accomplishments.

At the first achievement day dinner held in November 1952, 126 farmers were so honored, 8 of them received "superior farmer" awards and the others, certificates of merit. Because no farmer is eligible to receive the same award twice, the group was a bit smaller in 1953 when 2 achieved the "superior farmer" rating and 50 received certificates of merit.

One rather unusual feature of this award system is the encouragement for individual farmers to do a better job. Under the program anyone who puts into practice on his farm a really worthwhile farm program or has taken community leadership in such a program can qualify for the second and later the first merit certificate. It is hoped by the leaders of the project that eventually his farm and leadership activities will be of such outstanding nature that they will qualify him for the "superior farmer" award.

Probably the outstanding contributions from their development program are best measured, not in dollars, but in participation. For example, in the field day project, more than 60 individuals are named to committee jobs, and for the past 2 years the average attendance at the committee meetings has been above 50 persons.

## Cooperation Pays Off in Friendship and Understanding

MARJORIE ANN TENNANT, Assistant Extension Editor, Kansas

WHEN the next-door neighbor of the Saline County agricultural agent accompanied him to the organization meeting of the first 4-H Club in the county one night in the mid-1920s, neither could foresee the results of the occasion.

The neighbor was so impressed with the possibilities of the youth program that he explained 4-H Club work at the next meeting of his service club, the Salina Lions club. This civic group decided to "adopt" 4-H Club work in Saline County as one of their youth projects.

The sixth annual Saline County 4-H—Salina Lions club carnival, held this spring and making a profit of almost \$2,500, was one of the results of the interest the service club has taken in 4-H Club work. The profits are divided equally, with the Lions club using their share to promote the youth program in their county.

In addition to the annual carnival the Lions club sponsors the achievement banquet and program each year. More than 550 club members and leaders attended the event last year.

The carnival was organized in 1949 after the 4-H Club fair, started by the Lions club, was administered by the county fair association. The Lions club continues to have a fair concession each year with the proceeds used for youth projects.

The year-round visitation program is another part of the service club's 4-H activities. Each member of the Lions club is assigned to one of the 4-H Clubs in the county. The men are expected to visit the monthly meetings of the club and as many tours and other special events of the club as possible. The Lions club members often take their children

to the 4-H Club meetings, and it is not unusual for them to become new 4-Hers.

The carnival is a fine example of how a civic club and 4-H Clubs can cooperate and combine efforts for the mutual benefit of all concerned. Lions club members contact merchants for the merchandise to be used in the carnival. All Lions help with the carnival plans. On the big evening, 2 of the men work in each of the booths. The carnival committee consists of 8 service club members, 4-Hers, and their leaders. The county 4-H council has a carnival committee. With year-round planning and every one in both organizations doing their share the carnival is an efficiently and successfully operated event.

Rural families contributed food and produce to the country store. The Lions club families furnished cakes for the cake walk. Each 4-H Club plans and operates a booth. The 1954 carnival included bingo, break-a-balloon, candy wheel, live chicken booth, calaboose, fish pond, penny pitch, human pin-ball, and baseball throw.

The 4-H Club and the boy and girl selling the most tickets to the carnival received cash awards. A carnival king and queen were chosen from the group of boys and girls who had sold the most tickets from each 4-H Club.

The Lions club and the members and leaders of the 4-H Clubs in Saline County agree that the friendships and understanding developed through the continuous cooperation of both groups is one of the most valuable assets of their organizations. They are justly proud of their record in achieving this cooperation.



# To 1914 and Back

JEAN ANDERSON

Assistant Editor, North Carolina

**F**ORTY YEARS a growin'. That's the story of home demonstration in North Carolina—the story of progress some 6,500 persons received the night of June 10 in Raleigh, N. C.

As the house lights dimmed, the 200 voices of the State Home Demonstration Chorus rang through William Neal Reynolds Coliseum and the audience settled to see "Green A' Growin'," a story of home demonstration highlighting the 1954 Farm and Home Week program. Then the narrator spoke, bridging easily 40 years' time, as she told of the early days, the pioneer days in home demonstration—the time when folks talked in terms of corn clubs and tomato clubs—of the days when farm families in North Carolina were willing to accept a new way of life.

And canning club day it was, as the lights went up on the first scene where the club girls of Sampson County, with the help of their home agent, were trying to sell the cans of tomatoes they'd "put up." Immediately the audience felt the problems confronting the early home agent and the tomato club girls.

The canning club took the pioneer agent into the kitchen, and once there she found the mother in the home eager to learn. Scene II of "Green A' Growin'," staged in a 1920 Madison County farm kitchen, showed a group of women at a baking demonstration. The magic of the fireless cooker claimed all eyes—even those of the doubting husband who tramped into the house. But he, too, was won as he tasted the chicken that had been cooking all day with no fire.

The success of early cooking demonstrations led the farm woman to depend on her home agent for solutions to other problems. She began to think of herself, of her appearance; and here again she turned to her home demonstration agent.

A 1926 dressmaking clinic in Johnston County, scene 3, showed women enthusiastically making dresses, studying color, refurbishing hats. One woman who had heard about the sewing clinic came over from another county just to get help. And, again the men folks were won over. One farmer remarked as he came to pick up his wife at the clinic, "I'd rather have a pretty wife with me part of the time, than an ugly one around all of the time."

From early canning, cooking and clothing demonstrations, minds turned toward communities and what could be done to improve them. The farm people had been allowed to see and to hear their home agent's demonstrations. And then with guidance and encouragement, they had gone home and put to practical use the information she'd brought. The farm people had faith in their agents now—they knew them not as "agents," but as friends.

The depression years were hard ones on the farm families of North Carolina. Maybe the folks did have

to take up a seam here, tighten a bit there; but they met the challenge of the times and surpassed it, eyes toward the future. The folks were green and growing, building upon a foundation that had been laid. Families, friends, all age groups were building together with thoughts toward their communities. They rose to meet the increased demand for community meeting places with hammers and nails and saws. But even more important than the buildings raised was the spirit of unity, of co-operation that grew out of that depression era. Folks got together about the doing of something worth while, but they felt, too, the joy that comes just from being together. That's the story scene 4 told as the folks of Mecklenburg County enacted a community picnic in the thirties.

Scene 4 closed Act I. Comments were flying fast as impressions were recorded.

In about an hour's time they had seen the first half of the home demonstration story. The group had been prepared, the seed had been planted. And now the people were growing.

By the middle thirties in North Carolina, community markets were a familiar topic of discussion. Farm women, through them, supplemented family income. Nest eggs were laid and began growing. Maybe Mrs. Jones could save enough to send Annie to college. And Mrs. Brown wanted that new refrigerator.



High style of the twenties in the dressmaking scene of the pageant "Green A' Growin'" was enacted by the men and women of Johnston County.



Any farm woman could sell on the home demonstration curb markets, but if she wanted to be a good seller, she took pride in her produce. She graded and standardized her fruits, vegetables, and eggs. She made sure her counters were clean, well-arranged, attractive. She picked only the best of her garden harvests, took her prettiest cakes and preserves into town. She wanted her name to stand for quality.

Scene 1, Act 2 was set in a Durham County curb market. The stands, sparkling white and colorfully laden with homegrown, home-conserved goods, faced the audience. The sellers with their crisp uniforms were there, too.

A phase of club work which has left its mark in thousands of rural homes across North Carolina is that of home furnishings and beautification. Scene 2 showed how work within the home soon led to interest outside the home as well—how farm families began to take pride in their yards, in growing flowers, in careful landscaping, in screen planting. In the pageant Anson County farm men, women, and children showed how they had brightened their corners and made them smile.

Scene 3, Act 2, the grand finale, was perhaps the most difficult to portray. It involved bringing in each of the preceding six acts, fitting them into the present, and ringing down a curtain with a message that would leave the audience something to think about.

The final scene opened at a 1954 county council meeting, side stage. And, as the business turned toward Farm and Home Week, the registration desk at State College was spotlighted center stage, and the progress parade began. Quickly actors from each preceding scene moved on stage, followed by State agricultural leaders, State federation officers, pioneer demonstration agents, past federation presidents, and county council officers. And then moving quickly up were the State extension workers and all county farm and home agents. With more than 1,000 on stage, the curtain dropped on the most spectacular show ever to be staged at a Farm and Home Week program in North Carolina.

# An Idea Grows

*A wood finishing exhibit leads to request for information on related fields.*

**WILLIAM G. STUMP**  
Extension Specialist in Forest Products, Michigan

**WOOD FINISHING** exhibits and meetings with emphasis on "do-it-yourself" can easily be used as an effective medium for presenting related subject matter of lesser interest and appeal to 4-H Club, home economics, and other adult groups interested in using and finishing wood.

Farmers' Week at Michigan State College showed us how effective a wood finishing program could be. As part of the forest products department's exhibits, we asked a large manufacturer of furniture-finishing materials to cooperate with us in building an exhibit of wood finishes for native woods. The finishes had to be easy to apply and produce a finish with a professional appearance. This company met these requirements by developing finishing

materials which could be wiped on with a cloth—no brushes needed—and would help the "do-it-yourself" enthusiast, young or old, achieve a professional looking finish.

The public acceptance of this exhibit was immediately apparent. The intense interest in the exhibit pointed up the need for an educational program on interior wood finishes for furniture, paneling, interior trim, and floors. It was apparent from the questions asked that there is considerable confusion in the minds of the general public regarding the use and methods of applying wood finishing materials. More than 900 people filled out a request for more information on wood finishing. Sixty-eight counties in Michigan and 8 States were represented. One-third of those requesting more information were women.

## *From One Thing to Another*

When Farmers' Week was over, it was evident that a discussion of wood finishes could easily be used to present other subject matter. Some of the related subjects which can be covered are wood identification, selection of species to use, sawing of lumber to produce certain grain characteristics, seasoning of lumber, care of lumber after seasoning, as well as questions regarding the type of finish to use and how to do the job.

A good wood finishing exhibit and program can be used as the "sugar coating" in disseminating information on related subjects which are hard to put across by themselves. The magic potion, if there be such a thing, is a professional looking finish with a minimum of finishing materials and work, easy to apply—using a cloth instead of a brush. This has tremendous drawing power when the emphasis on the idea is that you can "do-it-yourself."



The exhibit which started the ball rolling. Home Demonstration Agent Mrs. Annette J. Schaeffer, of Ingham County, feels the finish on the wood.



# Your Neighbor, Near and Far

## *An Experiment in Intercultural Education*

JOSEPH B. GITTLER and LAMI S. GITTLER, Iowa State College

A PROJECT in intercultural education in the Agricultural Extension Service was established at Iowa State College in January 1952, with a grant from the Education Commission of the National Conference of Christians and Jews. Its purpose was to explore ways and means of incorporating intergroup and intercultural education programs in the Extension Service.

Funds are being administered by Dean Floyd Andre of the Agricultural Division of Iowa State College through the Agricultural Experiment Station. The project is being supervised by Dr. Joseph B. Gittler, professor of Sociology at Iowa State.

In the initial phase of the project a number of States in the Middle West and the Northeast were surveyed to gather data from the extension services themselves as to the desirability and the possibility of incorporating such programs and to discover what aids were needed to initiate such activity in the various States.

As a result of the data gathered in this initial survey and based directly on the suggestions of the personnel interviewed, it was decided to demonstrate such a program in Iowa. Hardin in central Iowa was selected as our pilot county, and two counties also in central Iowa were selected as control counties. Our research design was constructed so that we might have scientific data to evaluate the effectiveness of our program. In September 1953, we gave a battery of social attitudes and social distance tests to all women participants in the extension program in Wright, Greene, and Hardin Counties. In April and May 1954, the same women were retested with the same instruments.

In March 1953, Lami S. Gittler, research collaborator, and Mrs. Jacqueline Macy, home agent in Hardin County, met with the County Farm

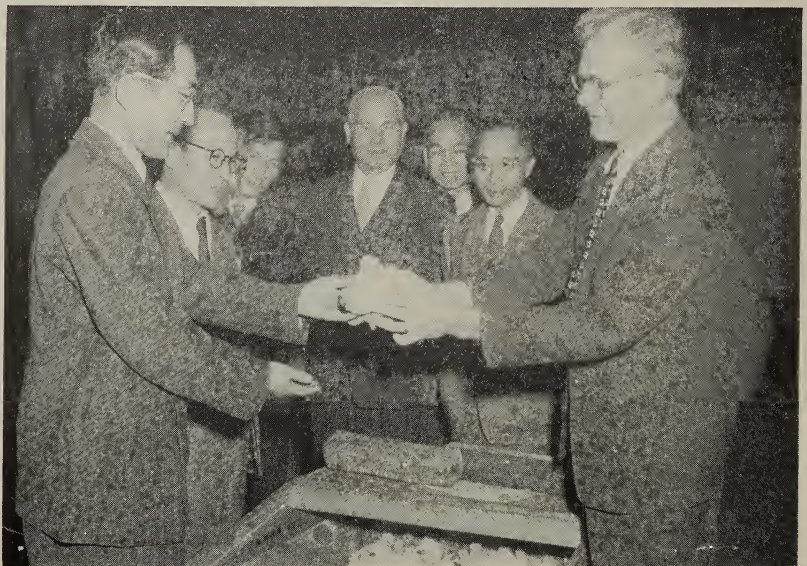
Bureau women's committee to explain the program. A brief definition of intercultural education was given as follows: "Intergroup and intercultural relations programs are, in essence, programs designed to acquaint people with why people behave as they do in a variety of interpersonal and intergroup situations. It hopes to sensitize people to other groups' values and feelings. It deals with ethnic, racial, and religious groups in this country and the cultures of people throughout the world."

The committee voted to sponsor the program in Hardin in cooperation with the Hardin County Extension Service. Richard Pulse, county agent in Hardin County, and Mrs. Jacqueline Macy, home agent worked with the college staff throughout the project.

The program in Hardin was devised on a community-unit basis rather than a township basis. Four units—in Iowa Falls, Hubbard, Ackley, and Eldora—met once a month.

*Continued on page 172)*

### *Guinea Chicks for Japan's 4-H*



Gift of friendship is this shipment of American guinea chicks for projects of Japanese 4-H Club members.

Japanese friends of 4-H look on as Dr. David Y. Takahara, left, director-general of the Japan 4-H Club Association, accepts chick from Dr. David E. Lindstrom, director of the Rural Welfare Research Institute, Inter-

national Christian University, Tokyo. Lindstrom is on leave as University of Illinois professor of rural sociology.

Dr. Takahara reports that there are about 1 million 4-H Club members in Japan. Movement was encouraged during 1946 visit by former Director of Extension M. L. Wilson.



# A Successful Leadership Conference

GORDON J. CUMMINGS, Extension Rural Sociologist, Cornell University, New York

A TWO and one-half day training conference for New York State county agricultural agents on the topic of leadership was held last September at the Cayuga Conference Center near Ithaca, N. Y. More than 100 agents and about 25 invited speakers and other guests attended. This summary of why the conference was held, how it was planned and developed, and what it appears to have accomplished may be of some help to other extension people in planning and carrying out similar activities.

The request for the conference came from the agents through their professional improvement committee: "The county agent's skill in discovering community leaders, in developing them, and guiding them as they mature is one of the most important tasks of a majority of agents. A county agent's influence in his county is limited to his own direct teaching efforts unless he is successful in discovering, training, and utilizing leaders in every community. We, therefore, propose a 3-day conference to meet the practical needs of county agricultural agents . . ."

The State leader of county agricultural agents brought this request to the attention of the rural sociology department which was given the overall responsibility for providing subject matter and methods for planning and conducting the conference.

The planning proceeded on these two principles of democratic leadership:

- (1) The conference program would need to be based on leadership problems as they were identified by agents, and

- (2) Agents would need to be actively involved in all major phases of planning and decision-making.

A steering committee was organized and accepted the responsibility of guiding conference plans and procedures. This was composed of 5

county agricultural agents who were the elected chairmen of the 5 regional districts, 3 staff members from rural sociology, 1 representative of agricultural extension specialists, 2 assistant State leaders, and the State leader who served ex officio. At their first meeting this committee decided on the time and place for the conference, elected an executive committee composed of four of their members to handle correspondence and administrative matters, and appointed another member to conduct a census of leadership problems confronting agents. The census was considered essential in order to have a sound basis for determining conference objectives.

## *Problem Census Lays Groundwork*

The problem census was carried out through five regional meetings of agents. Each agent was asked to complete a brief, pretested questionnaire that was designed to get at the extension leadership situation in each county. The agents also met in small groups to list and discuss the problems they had experienced in working with specific extension committees. Much of the resulting data was summarized and mailed to all agents about 6 weeks before the conference for the purpose of providing background information and to maintain interest in conference plans and development.

Another method of identifying problem areas was through the observation of various extension meetings such as those of executive committees and boards of directors. A third source of information was from data collected in interviews with farmers in one county that was in the process of studying and analyzing its extension leadership situation.

The steering committee met again, and on the basis of the above in-

formation formulated the following conference objectives from the agents' point of view:

- (1) To acquire a deeper understanding of what leadership means and how it functions.

- (2) To acquire a better understanding of the role of the county agent in the field of leadership.

- (3) To get specific help with specific extension committees.

The program designed to accomplish these objectives included lectures followed by question and answer periods, small group discussions, case studies of particular situations presented by agents, a skit portraying many of the problems in meetings, a report of research findings, a film on group discussion, color slides of meetings, organizational charts, and a display of selected books and articles on leadership.

During the conference the steering committee met periodically to evaluate progress in terms of the conference objectives. A graduate student with training as a group observer reported his observations to the steering committee.

Proceedings of the conference were tape recorded, transcribed, edited, summarized, and distributed to all agents and other persons who attended the conference.

The conference closed with an evaluation. Agents met in small groups to discuss these two questions:

- (1) What are the main things we have learned about leadership at this conference?

- (2) What followup to this conference do we, as agents, want?

Answers to the first question indicated (1) a better understanding of leadership and how it functions, (2) changes in attitudes toward agents' responsibility in developing local leadership, and (3) an increased awareness of techniques that are available for training leaders.

*(Continued on page 174)*

# Be Wise When You Buy

ESTHER COOLEY  
Consumer Education Specialist  
Louisiana

THERE WAS drama in the way home demonstration clubwomen from three parishes (counties) in Louisiana demonstrated the things they learned in the consumer education project last year. They used the media of skits, displays, and clinics in which the women conveyed consumer education ideas picturesquely and entertainingly.

Buying towels and sheets was the subject of the skit presented by the Caddo Parish clubwomen under the direction of Mattie Mae English, home demonstration agent from Caddo Parish. The background props consisted of a clothesline stretched across the stage with clubwomen serving as the supporting posts. The scene opens when a woman enters with a basket of clothes. She takes out a very thin, faded, blue bath towel with a big hole worn in the center and hangs it on the line. This evokes much discussion concerning what people should look for when buying towels. The owner then takes from her basket a wet towel that meets all the standards of a good towel and emphasizes the fact that she had learned all about towels at home demonstration meetings.

In the meantime a neighbor begins hanging sheets on her clothesline.

The women called her over to tell her just what she should know about buying sheets and urged her to have "a pair and a spare or two on the shelf." She knew, she said, all they were telling her, but the day she went to town last January to buy sheets at the January white sale she saw a pair of gold earrings she wanted and that was where her money went!

The scene changed, and another home demonstration club was ready to put on its skit. A floorlamp wrapped with tinfoil served as a mike and station O-W-L (the owl is the symbol that is used for the consumer education project) was on the air. Grouche Godfrey was the master of ceremonies for the quiz program. The questions were directed to the one interviewer who changed her identity by changing her hats. The questions were based on what had been learned in the home demonstration club meetings.

The "Band Around the Can" transformed the scene to a grocery store,

and the women came in and out shopping for the canned food which fitted their needs and pocketbooks. The patience of the storekeeper was almost exhausted at some of the buying practices of the women. The audience was left in stitches at the questions that were asked and the answers that were given.

Another home demonstration club meeting brought out the points to look for in buying a home freezer. This particular club had made arrangements with an appliance store to have two home freezers—an upright type and a chest type—on the platform. The demonstration brought out the points that had been given at the leader-training meeting. The member who gave this demonstration had bought her own home freezer after she had been to the leader-training meeting and had learned the points to look for in buying a freezer.

Buying pots and pans was the subject portrayed at the home demonstration club meeting reproduced on



Stove clinic in Madison Parish was the culmination of a year's work done on "What to Look for When Buying Stoves."



the stage of the Louisiana Exhibit Building.

The consumer education leaders of the Rapides Parish learned what to look for in buying cotton material back in September 1952 under the inspiration of Irene Lord, home demonstration agent. They decided that within a month they would make a garment of cotton material, keep the information that was on the label, save a swatch of the original material, keep a record of the number of times and how the garment was laundered.

In September 1953, 75 women brought the garments they had made, the swatch of the original material, and the record of laundering. It was quite a display—75 dresses strung along the clothesline that had been hung side to side of the assembly room of the courthouse.

One boy's shirt made of red and blue plaid gingham had been washed in the washing machine 47 times. When compared with the swatch of the original material there was not a bit of change in color or texture.

Dress after dress—children's and women's—were compared with the original swatches. In most instances the materials had been bought wisely and thoughtfully and had held up in color, in texture, and freedom from shrinkage under conditions of home laundering.

The scene now shifts to Madison Parish where a stove clinic was held. A corner in the new building of Louisiana Delta Fair was given over for the stove clinic which was to be the culmination of the work done in Madison Parish on What To Look for in Buying Stoves. The project was the cooperative work of Extension with the local and division representatives of the power company, Louisiana Delta Fair Association, and the stove dealers of the three parishes—Tensas, Madison, and East Carroll (this was a triparish fair).

Free space was allotted by Louisiana Delta Fair Association. Stoves—bubane, gas, and electric—were exhibited. In addition to the "free" space there were three "paid" booths in which dealers cooperated with the

# The Dairy Road to Complete Living

W. R. HESSELTINE, Extension Dairyman, Connecticut

THE OLD expression, "A picture is worth a thousand words," has been used often enough to be trite, but the idea behind it is still good. That's why we developed a pictorial training aid at Connecticut to help us with our extension dairy program which may be of use to folks in other States.

As pictured, the chart is an oil-cloth painting, 4 feet by 7 feet, mounted on wood and hinged. The automobile and road idea was used to give the painting a modern setting, and gave us the title, "The Dairy Road to Complete Living."

The painting is used in conjunction with a series of meetings designed to inform farmers of the importance of a well-balanced dairy farm.

The things that make up good dairy farm practices were placed on the automobile.

The road in the picture is winding and goes over hills to emphasize that every year cannot be a good year—that changes and planning must be made if the car is to stay on the road.

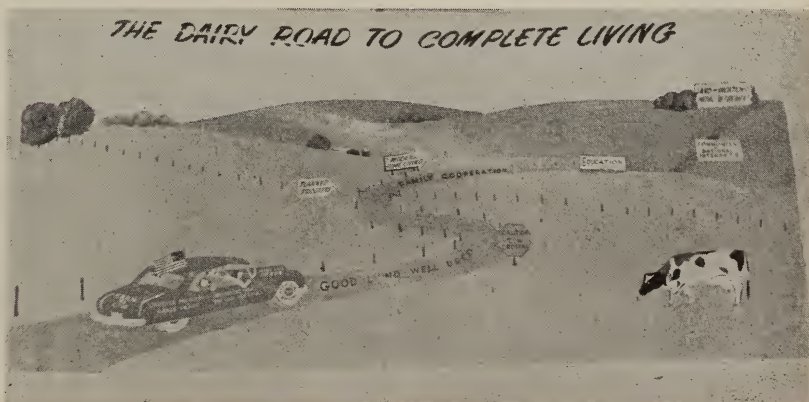
The "Unicow" causes some discus-

sion among groups seeing the picture. To avoid suggestions of "favoritism," she was painted all colors. We sometimes tell the groups that this is not the result of artificial insemination and is not made in these colors to promote cross breeding!

Purpose of the "Caution—Cow Crossing" sign was to emphasize the need for good herd management, the lack of which is one of the important pitfalls in the dairy industry.

When using the picture, it is mounted on a stand which holds the painting 5 feet off the floor. A "Drink More Milk" poster is used to cover the last three road signs until the talk has reached the points they bring out. The entire visual aid can be quickly dismounted, the wood parts folded, and the paintings rolled up and placed in a cloth bag about 4 feet long. Cost for the painting was less than \$50. The picture has been used about 25 times and is still in good condition.

We think that it might be improved by making the automobile movable and showing the farm buildings more clearly.



(Continued on page 173)



# Good Ideas from OK

LAND JUDGING the Topsy of agricultural contests has 'just grewed and grewed' from a meager beginning in Oklahoma some 14 years ago into an event that now draws interest of national and even international scope.

It was in 1912 that land judging made its first big step into national prominence when the first annual national land-judging contest was held in Oklahoma City. Under the sponsorship of a local radio and television station, and with the leadership of the State's outstanding soil specialists, the contest was underway to what now seems to be an unlimited span of interest.

To back this statement, one needs only to point to the approximately 1,000 persons from 23 States and 11 foreign nations who took part in the third national event this year.

"We're having more contestants from more places every year," says Edd Roberts, Oklahoma extension soil conservationist. "Winners in this year's contest came from several States, namely, Arkansas, Kansas, Minnesota, New Mexico, and Oklahoma."

Roberts feels that land judging, as a teaching tool, is one step to better agriculture, no matter where it is

practiced. Designed primarily in the same pattern as that set up in livestock judging, land judging helps teach appreciation of the soil and capabilities of various types of soil. Naturally, conservation and improvement practices have an integral part in the contest itself.

One innovation in the contest was a pasture and range judging school for agricultural leaders. This school demonstrated a new method of judging, bearing out the same principles taught in land judging.

Most prominent in the winners' circle at the 1954 contest was 17-year-old John Thornton of Bartlesville, Okla., who repeated his last year's performance to be named high-scoring individual in the 4-H division. First-place team in the 4-H division was from Logan County, Okla., with John, George, and James Kendall as teammates. The Logan County team also took southern region honors while a team from Jefferson County, Kans., was first in the north central region.

In the Future Farmers of America division, James Adams of Buffalo, Okla., won individual honors with a score of 224. Three boys from Gotebo, Okla., made up the top-scoring team as well as scoring highest in the southern region. Highest scoring out-of-state teams in the FFA division were from Artesia, N. Mex., in the western region and Diamond, Mo., in the north central.

John Fizzell, a University of Arkansas student, scored 224 points to lead the collegiate division, while a team from Oklahoma A. and M. took the team honors. Members of the Oklahoma team were John and Don Flasch and Jon Schneider, who were coached by Dr. Fenton Gray.

In the adult division, Loris J. McMillen of Tonkawa, Okla., placed first while Lowell Ross of Albert Lea, Minn., was second. Mrs. Roy Starks of Meridian, Okla., led the field in the women and girls' division.

Roberts has announced a tentative date in April 1955 for the national land, pasture, and range judging



From Oklahoma, South Dakota, Iran and Hawaii came these judges of the land in 1954.

The national pasture and range school held in connection with the National Land-Judging Contest drew many interested farmers.



# OKLAHOMA

school and contests. With inquiries from States intending to participate in the event already coming into his office, an unlimited future is indicated in land judging for fun, for competition, and for better farming the Nation over.

## 4-H Club Girls Learn Meat Identification

OKLAHOMA'S 4-H meat identification and quality judging program has proved one of the most effective teaching methods introduced into the State 4-H girl's calendar of events in recent years, according to Alice Carlson, associate State 4-H Club leader in Oklahoma.

"Thousands of girls have received valuable training, and both their parents and local 4-H leaders have appreciated the program," Miss Carlson said. "We also find that our home demonstration agents and their assistants are enthusiastic about it."

First introduced into the Oklahoma 4-H program as a special activity in 1942, the meats project culminates in a statewide contest held each spring at the Junior Livestock Show in Oklahoma City.

Taking part in 1954 were 220 girls, representing 56 counties. The girls identified 50 retail cuts of beef, veal, pork, and lamb, giving the cooking method most desirable for each cut. They also judged for quality four classes of meat, giving written reasons for their placings on one class.

Two hundred and fifty points are allotted for identification of the cuts, 100 points for giving proper cooking methods, 50 points for correct placing of each class of the wholesale cuts, and 50 points for reasons.

Evelyn Brodersen, Kingfisher County 4-H girl who ranked highest as an individual judge in the State event, scored 478 of the possible 600 points. The 4 girls from Alfalfa County who placed first as a team averaged almost 450 points.

Hermina Dohogne, foods specialist, estimated that of the top 50 girls who were ranked, most were able to identify three-fourths of the meat cuts. They also rated high in knowledge of proper cooking methods, but percentages of correct placings on the wholesale cuts were lower.

Behind this excellent showing lie the active interest of leaders and mothers, weeks of work by these girls and their home demonstration

agents, and possibly even more important, the training of approximately 4,000 other girls in the same field.

Several preliminary training sessions are held in the counties for all girls who are interested. Any 4-H girl, 12 years or older, may enter this special activity. Freezer locker plants and markets have been most cooperative with the training programs, Miss Carlson said. In most instances they supply both the meat cuts to be identified and space for the training meetings.

After the training period, contests are conducted to select four girls to represent the county as a team in the State event. Most home demonstration agents arrange for some additional training for these girls prior to the State event.

Assistance with the training is available to a limited extent from Mabel Walker, consumer education specialist, and Hermina Dohogne, assistant foods specialist, of the State extension office. It would, of course, be impossible for them to work in each of the 77 counties every year, but help is given where it seems to be most needed.

Since the program started, there have been training schools for the home demonstration agents themselves, which have better equipped them to carry on the activity without specialist assistance.

(Continued to page 175)



Identifying 50 cuts of beef, veal, lamb, and pork, with best way to cook each, takes concentration.



Typical of the 220 girls who took part are these young judges. They placed four classes and gave written reasons for one.



# About People . . .



The series of special issues published during the past year has crowded out the usual interesting items about extension workers. We have all missed them, and this month they rate space.

## HONORS FOR HER

To MRS. CORNELIA POWER STAPLES, home demonstration agent of St. Landry Parish came the honor of Louisiana's mother of the year. While agent in Lincoln Parish during the first World War she married and had two sons and a daughter. However, when they were very small, her husband suffered a complete breakdown and has since been in a veterans hospital. Mrs. Staples reared and educated her children—they all have college degrees. Her two sons served in World War II and the Korean conflict. She has been agent in St. Landry Parish for the past 7 years.

## COMMENCEMENT FOR THESE

The number of seasoned extension workers retiring from the Extension Service brings opportunity and a challenge to those leaving and also to those who are stepping into new responsibilities. Some of them who have come to the attention of the editor recently are listed below, and others will be noted next month.

O. S. O'NEAL, Negro county agent for 37 years in Fort Valley, Ga. The annual ham and egg show which receives national publicity was largely his work. He combined faith, a sound knowledge of agriculture, and more than a touch of showmanship which endeared him to his people and brought progress to them "beyond his fondest dream." His first official act 37 years ago was to make a survey on foot, traveling from farm to farm to get acquainted with

farmers, their situation, their methods, their needs, and desires. He has received the Tuskegee alumni award for outstanding service and the superior service award from the U. S. Department of Agriculture.

A. L. CHRISTIANSEN, after 37½ years of unselfish public service as agent in Tooele and Weber Counties, Utah, is giving up his former duties and going on to others in his native State.

JULIA M. ROCHEFORD retires this year after 37 years of continuous service in Missouri. An emergency canning demonstrator in 1917, she soon became district home demonstration supervisor and organized local support for the State's first 6 county home demonstration agents. Her career has been a demonstration of her belief in group action, local leadership, and self-help through interest in others. In times of war, depression, and of prosperity her high morale, her genius for organization, her interest in people have paid dividends for the Extension Service.

MYRTLE WEBB came to McMinn County, Tenn., on April 1, 1919, and gave loyal and capable service as a home demonstration agent there until her recent retirement. Few extension agents have the privilege of being so widely known and loved by the farm families of their county. Both national and local honors have been hers.

L. R. SIMONS, director of extension in New York, after 40 years of leadership in agriculture, retired July 1.

A native of New York and a graduate of Cornell University, he was appointed agent in Nassau County the year that the Smith-Lever Act was passed. In 1916, he became a field agent in the Federal Extension Serv-

ice, going back to New York in 1920 as assistant State leader of county agricultural agents and becoming director in 1932. He has been active in emergencies such as floods and war, and has had many citations and honors, both nationally and in his own State. He is a director of the New York State Farm Bureau Federation, a member of the State Soil Conservation Committee, a member of the State Advisory Committee for Farmers Home Administration, a member of the State Committee for the Agricultural Stabilization and Conservation Administration, a trustee of the National 4-H Club Foundation, and of the New York State 4-H Club Foundation. The late Dean Carl Ladd said of him, "He, more than most men, is able to look down the road, and past all the details, see clearly how any program will affect the farmer and his organization, and to build the partnership that he conceived as existing between Extension Service and individual farm families."



L. R. Simons



# Have you read...



## THE FARMER AND THE AMERICAN

WAY, Oxford Social Studies Pamphlet No. 15. By Robert G. Dunbar, Prof. Dept. of History, Montana State College. Oxford Book Company, New York, 1952. 90 pp. Illustrated.

• A capsule of readable information on the American farmer and farmers around the world. The author covers about 200 years of American farming; its development and the various phases of farming as a business—the methods used by early farmers and the more efficient farming methods of today. Chapter 7 outlines government aid to farmers and the role of educational agencies. “Perhaps the most influential educational agencies are the State agricultural extension services with their county extension agents,” says Mr. Dunbar. He tries to bring about a mutual understanding of farmer and nonfarmer groups and their problems.

If you live in the city, this pamphlet should increase your appreciation of the importance of the American farmers. If you live on a farm, reading this pamphlet should increase your pride in your vocation.

Discussion groups should find this a ready reference. Other current issues in this series of Oxford Social Studies Pamphlets that may be of interest to extension workers are: Labor and the American Way, No. 14; and Business and the American Way, No. 16—*Amy Cowing, Extension Educationist, USDA.*

## SOIL CONSERVATION DISTRICTS

IN ACTION. W. Robert Parks, Iowa State College Press, Ames, Iowa. 1952. 224 pp.

• This book might well have been entitled something like “Progress in Local Farmer-Rancher Operation of Their Soil Conservation Program.” It describes progress and problems in the growth and development of

soil-conservation districts, as local governmental units, since before a model State act was first distributed in the States during 1936. Also, it is the first book devoted to the subject.

Under seven chapter headings: Beginnings of the Soil Conservation District, Nature of the Soil Conservation District, Gearing Local Districts Into National Conservation Program, Role of District Supervisors, Increasing Supervisor's Role in District Administration, Value of District in Achieving Soil Conservation, and Future of the Soil Conservation Districts, is discussed local experiences of landowners and operators in focusing and blending—call it coordination if you want—of various public and private efforts to effectively attain conservation of agri-

cultural land and water. In addition to the farmers' and ranchers' own resources, such efforts include research, education, technical and financial assistance, credit and the like. The author connotes that definite progress has been made in the steps taken thus far but that the future, as with all efforts, depends on the judgments and actions of human beings.

In the development of the soil-conservation district approach the author portrays the importance of the county agricultural extension agent, the soil conservation service technician, other professional agricultural workers, the legislator—local, State and Federal—and, of course, the farmers and ranchers themselves.

The book is attractively illustrated and well documented and indexed.

This book should be helpful to extension workers interested in understanding either the stage of the soil conservation district approach or the cause and effect relationship in the emergence of complex developments within a democratic society.—*T. L. Gaston, Assistant to the Chief, Soil Conservation Service.*

## A New Coat of Paint

### IN WASHINGTON COUNTY, GA.

A local paint dealer and the home demonstration clubs are working together on a plan that will make their churches, community club-houses, and homes prettier places.

The dealer, Jessie Newsome, has met with club members so often that he feels like a member, he says. He brings paint and rollers; the women choose a color they want and select the room they want painted. Mr. Newsom shows a color film and gives a demonstration on how to apply paint with a roller. He then invites the members to take over. From there on, it's everybody's project. In an afternoon the job is done, and members and their “guest artist” relax, have coffee and cake, and sit back and admire their handiwork.

In the picture Mr. Newsom is shown instructing the home demonstration agent, Hazel Creasy, and



Mrs. Roger Chapman, whose dining room is getting a new lease on life with a new shade of pale rose.

Mrs. Chapman is a member of the Piney Woods Home Demonstration Club in Washington County.

# Better Living Through Tailor-Made County Program

ROSE S. FLOREA, Assistant Agricultural Editor, Missouri

COUNTY COUNCIL presidents in northwest Missouri had an opportunity at their April district conference to visualize in a concrete way just how to build a county rural program for better living.

Using an attractive flannelgraph, Mrs. Eloise Tinder, home agent, showed the group the 3 main steps in getting down to the actual program for better family living which the 33 home economics extension clubs developed in Clinton County in 1954.

Mrs. Tinder explained that the county rural program is made up by the people in the county. The objectives for farm, home, and community are formulated, and problems listed together with possible solutions.

However, pointed out Mrs. Tinder,

it would be impractical to print the entire county rural program to send out to each extension club member, so a committee from the council met with the home agent and together they went over this material. This representative group pulled out the parts they felt the extension clubs might be able to work on effectively. A copy of this boiled-down version was then sent each club member to read and study before she went to her next club meeting. After a club member studies the brief copy listing objectives for farm, home, and community, the problems and their possible solutions, she is better prepared to make a choice of what needs first attention.

Then when individual clubs have made their choice as to what prob-

lems they'll attempt to remedy, their president is ready to take the report to the next county council meeting.

Here the final draft of the new program is made in much the same way as the individual clubs made their choice. For after all, the council is just a countywide club with representatives from each local club. Here again problems were discussed, and a "boiling down" of these problems gave the over-all county picture of work that needed to be done.

After the problems were listed, the home agent helped suggest solutions that would be forthcoming through units from the 7 divisions of the family living phase of the Missouri balanced farming program, namely: plenty of good food for family health; a comfortable, convenient, attractive house; clothing suitable for family needs; education and personal development; provision for health needs of the family; recreation; participation in community activities; and financial security.

Just as a tailor-made garment fits an individual much better than one bought by size, so a rural program tailored to the needs of a particular county is more effective.

## New Job in Missouri

To bring Farmers Home Administration families in Mo., information and services which the Extension service makes available in the Balanced Farming Program, Miss Mary L. Johnson has been added to the State staff. She serves as liaison between the Extension Service and the FHA in the home economics field. Formerly home supervisor for FHA, she will bring to her new work a useful knowledge of home planning with low-income groups.

Mrs. Eloise Tinder, Clinton County home demonstration agent, uses a flannelgraph to help plan the program.







# Scene 'N Herd

MRS. SHIRLEY B. BLINN, 4-H Club Secretary, Tolland County, Conn.

One of the newsiest and liveliest extension periodicals which has come to the editor's desk in the past few years is "Scene 'N Herd" edited by Mrs. Blinn. As one editor to another, congratulations on a job well done. The editorial policy has much in common with the REVIEW policy, and, we, too, find it works.

"SCENE 'N HERD," the Tolland County 4-H newspaper, is the result of the combined efforts of the 4-H Club staff. It is published at present every other month and is sent to all 4-H Club workers and members throughout the county.

Most of the writing for this publication is done by the two club agents, Albert Gray and Shirley Weik. However, from time to time we have articles by guest writers in addition to those written by the club agents. These guest writers have included club members and leaders who have taken part in important 4-H functions such as National 4-H Club Congress and National 4-H Club Camp. We feel that it is important for all club members to know about these events. Therefore, firsthand accounts are written up by club members who have participated in them. Other guest writers have included IFYEs from other countries who may be visiting in Tolland County. We also ask 4-H Club members who have attended 4-H Camp, State 4-H Short Course, or some of the bigger 4-H events to write their impressions on these activities. Sometimes these firsthand accounts help to increase the attendance at some of these activities.

"Scene 'N Herd" is mailed to everyone in the county connected with 4-H Club work—one to a 4-H family. Many counties have publications such as this which are mailed out under the franking privilege. However, we mail "Scene 'N Herd" under postage. By doing this we can pass on to leaders and members information which they should know about, but which prob-

ably would not meet with the regulations of the franking privilege. One month, copies were sent to all the State 4-H Club leaders in the United States and also to foreign countries where 4-H Club work has been established. It is still being sent to three young men in Germany who visited in the county a few years ago.

We have had many comments as to the value of this publication. We feel that it does have a definite value on the overall 4-H program in our county. It keeps the people informed of all coming events and other events which may be of interest to them.

We receive very good newspaper coverage from "Scene 'N Herd." Copies are sent to local newspaper reporters in the 13 towns in Tolland County. We now have a list of 45 of these reporters. They take notices of meetings and news pertaining to their particular towns and write it up for their local papers.

"Scene 'N Herd" also serves as a review of 4-H events and activities. In this way, as stated before, attendance at many of our 4-H activities has increased.

We try to include many personal articles about our 4-H Club leaders and members. This, in itself, makes our newspaper different than most of its kind. We also use names as much as possible as people do like to see their name in print. All articles are kept short as most people don't even begin to read an article which is too long.

As much time is spent on finding pictures to illustrate our newspaper as it takes to do the rest of the work. We look for pictures related to the articles and feel that they should brighten up the paper considerably

and break up the blackness of the print quite a bit. We try to design covers which relate to the month in which the issue is being sent out, and we think that some of our covers have been rather original and eye-catching.

Our mailing list now stands at 575. It is hard to say just how long it takes to prepare "Scene 'N Herd" for mailing as it is not worked on steadily, but off and on, in between other work. We now have a new up-to-date mimeograph machine and folding machine which have cut down on the work quite noticeably. Before we had this new equipment it took an average of 5 days to prepare the paper and send it out. But this has been cut down to about 3 days to get this paper out in final form. Work on it includes typing up the material in rough form, looking for illustrations, cutting stencils, running off the pages on the mimeograph, stapling, folding, stuffing, and sorting it for mailing.

The publishing of "Scene 'N Herd" has become as much a part of my job as taking dictation, filing, or doing monthly reports. It has its definite place in my routine and has become one of the more enjoyable jobs connected with my work.

## Folks who will be missed because of recent retirements include:

John R. Williams, Mississippi district agent after 33 years with the Extension Service; Una A. Rice, home demonstration agent, Grafton County, N. H., after 24 years of service; and T. T. Martin from the Missouri 4-H Club staff.

# Study Mental Health Problems

CANDACE HURLEY, Assistant Extension Editor, Iowa

BUCHANAN County, Iowa homemakers were well aware that a State mental hospital was located in their county. Each time they drove west on Highway 20 from their county seat of Independence, they could see the tall chimneys of the State hospital buildings silhouetted in the distance.

Like others, they had visited the hospital on special tours. They had prepared gifts and remembrances for the patients. They knew that employees of the hospital lived in their communities, that neighborhood news occasionally revealed that someone's relative had entered the hospital for treatment, or that someone was coming home.

But there were questions they felt inadequate to answer, questions which kept recurring because this hospital, with its physical nearness to their daily living, was a constant reminder that people do become ill mentally. What is it like to be faced with the realization that a family member may need treatment for a mental problem? How can one recognize whether a friend or relative needs help? What is the best way to help those who have undergone treatment and then come home to once again pick up the pattern of normal living.

In nearby Bremer County, interest had already been sparked into action. Homemakers of the county had invited Dr. Max Witte, then superintendent of the hospital at Independence, to be their key speaker at their annual rural women's day. Busy as Dr. Witte was, he was never too busy to talk to interested groups about his hospital and the people he and his staff were trying to help. Forceful, realistic, sympathetic, he had talked about mental illnesses, and he had stressed the important role communities and families play in helping returning patients reestablish their way of living. Was this a challenge? Bremer County women

thought it was. They promptly wrote the study of mental health into their 1952-53 program.

Neighboring counties — Delaware, Black Hawk, Fayette, Jones, Benton, Linn, Dubuque, Clayton—almost as of one accord took the cue. Extension studies in family relationships, conducted over a period of years, had set the stage for ready interest in this new area which touched human lives. Would Dr. Witte or a member of his staff talk at this countywide meeting or what one? Would they meet with this group of homemakers or that group of young married couples? They would, without question.

County extension workers, eager to lead out in this movement, asked Dr. Witte and his staff to fill the major portion of their program at a district conference. Statewide interest prompted a request that a staff member of the hospital appear on the annual winter conference program.

Here was a turn of events which any doctor and his staff would welcome—a deep interest on the part of lay people as to what they could do to help. Delaware County homemakers, through their county extension home economist, asked for local leader training in certain areas of mental health. Would Dr. Witte be willing to conduct such training? The answer was "Yes, but why not invite leaders from other counties also?"

Letters from the doctor and Mrs. Mildred K. Wellman, district home economics supervisor, to county extension workers in a 100-mile radius of the hospital received instant response. The people would come. One day a week for 5 weeks they would drive the necessary distance to the hospital to follow the course. The first series opened in January 1953. That concluded; another opened in March so eager was the response. Then a third, and a fourth in the fall, and more to come.

The training courses followed a similar pattern. First an introduction to the series and its objectives; then a thorough "get acquainted" tour of the hospital, its facilities and the therapy program conducted—art, music, psychodrama. Here was evidenced a first principle of modern mental care—colorful, homey surroundings. Here new understanding was given—a mental hospital is no longer a place in which to "put away" people who are afflicted with a mental illness, but rather a cheerful place in which to make them well in order that they may return to a useful place in society.

Wrote Black Hawk County homemakers: "Everything possible is done to speed recovery and to make the patients happy and comfortable during their stay. Under such treatment, the turnover of patients is much more rapid than it used to be. Education of the public is a necessity. They must learn to accept expatiations on the 'outside' so as to complete their recovery. This is one of the main reasons for classes such as these. The other is to help all of us see the need for early treatment just as in the case of tuberculosis, cancer, or other diseases."

Subsequent lessons dealt with various types of mental illnesses, their symptoms, care, and treatment. Here one could discuss objectively the case of the elderly woman who had a persecution complex, or the teenage girl who had withdrawn into a world of her own, or the young man who was given to daydreaming and silly laughter. Here was born a new sympathy, better understanding, and some real introspection on what pushes people to the point of mental illness.

Here, in the case of the small child, came a reiteration of words which homemakers had heard before in extension studies in family relationships. "Four things a child needs are love, security, attention, and a chance to express himself."

Other familiar words took on new meaning, "Every person needs a balance of work, play, and rest." Or a significant comment regarding circumstances leading to mental illnesses of some women. "Their attention was centered solely on their families. They had no outside ac-





Rural folks learn the value of art therapy in the rehabilitation program. Even the very young may need mental care.

tivities to fill the void when their families were grown."

Various types of treatment including the use of music, art and craft therapy, and psychodrama were demonstrated and discussed. One could understand better the case of the young woman who was making a wonderful comeback but whose recovery would be secure only in the event her husband and others close to her recognized the circumstances which led to her problem and "changed" also. One could appreciate the importance of the young husband's trip to the hospital each week to sit in on the psychodrama sessions in which his wife and other patients dramatized the situations which led to their problems.

"It isn't the person who is ill, it is the situation," the group was told. "People in the situation which created the illness should be trained as adequately as the patient. Ideally the community should be trained in parallel with the patient, for 50 percent of the final cure of the individual is dependent on the people he associates with when he comes home."

Translating this thought into a realistic situation for Iowa homemakers didn't take long.

Result of the training sessions thus far—pride in a cooperative program well begun. What's ahead? Counties surrounding this forward-looking

hospital hope for more intensive help. Impetus has been given to formation of county mental health councils. Other groups have been prompted to take up the study of mental health. Additional counties are seeking help. Forward-looking Iowans feel that, with the skillful guidance of the hospital staff, they can help break down many barriers of misunderstanding and do much in their homes and communities to offset the situations which lead to mental illness.



Iowa homemakers were interested in art and craft therapy at the mental hospital.

## Honor Awards

Louis C. Williams, Dean and Director of Extension, Kansas, was awarded the distinguished service award from the U. S. Department of Agriculture in a special ceremony in Washington on May 18, 1954.

The following extension workers were also awarded superior service awards at the same ceremony or in special ones held at their headquarters: Shirley W. Anderson, county agent, Jefferson County, Ky.; Ray Bender, county agent, Essex County, N. Y.; Verne C. Beverly, county agent, Aroostook County, Maine; Mrs. Grace Pope Brown, county home agent, Surry County, N. C.

Shawnee Brown, director of extension work, Oklahoma; Charles Chupp, extension project leader, Cornell University, New York; Ruth Russell Clark, State home demonstration leader, Connecticut; Lowell C. Cunningham, professor of farm management and extension economist, Cornell University, N. Y.; Ruth Current, State home demonstration agent, North Carolina.

Arthur L. Deering, dean of agriculture, Maine; Maria Magdalena Gil de Roura, home demonstration agent, Yauco, Puerto Rico; Delbert T. Foster, county extension director, Lee County, Iowa; Harold L. Gunderson, extension entomologist, Iowa State College, Ames; Ruth Etheridge Harralson, home demonstration agent, Jefferson County, Ky.; Frank H. Jeter, agricultural extension editor, North Carolina; E. S. Matteson, extension animal husbandman, Missouri; Helen Morse, home agent, Cass County, Mo.; U. J. Norgaard, State extension agronomist, South Dakota; Robert E. Norris, county agent, Lake County, Fla.; Ramon Rivera-Bermudez, county agricultural agent, Coamo County, Puerto Rico.

J. Parker Rodgers, county extension agent, Lafayette County, Mo.; George W. Sidwell, county agricultural agent, Trego County, Kans.; Mrs. Dorothy N. Stephens, home agent, Ada County, Idaho; and Carl Anton Wicklund, county agent, Kenton County, Ky.

As a unit the personnel of Educational Aids and Information Division, Rio Piedras, Puerto Rico, received the superior service award.



## Your Neighbor

(Continued from page 160)

The series started in October and ran through April. The women chose to attend the unit meeting nearest to their own farms. The series were, "Your Neighbor, Near and Far."

The programs are built around a carefully selected group of films. Discussion groups are set up after the showing of the films with limited guidance by the discussion leader. The films in the series were as follows:

(1) October. *Immigration*—An Encyclopedia Britannica film which traces the patterns of immigration to the United States with a brief explanation of the reasons why various groups immigrated to the country.

(2) November. *Farmer Fisher Folk of Norway and Metropolis, U.S.A.*—These are Louis De Rochemont films and present a striking contrast in the patterns of living in an isolated rural community in Norway and the highly urbanized pattern in New York City.

(3) December. *One God*—This film (produced by Farkas) is based on the book by Mary Fitch, *One God*, and gives an excellent picture of the three major religious groups in the United States.

(4) January. *The Cummingston Story*—An Office of War Information film which describes the adjustments in living for a group of Eastern European refugees in a rural New England community.

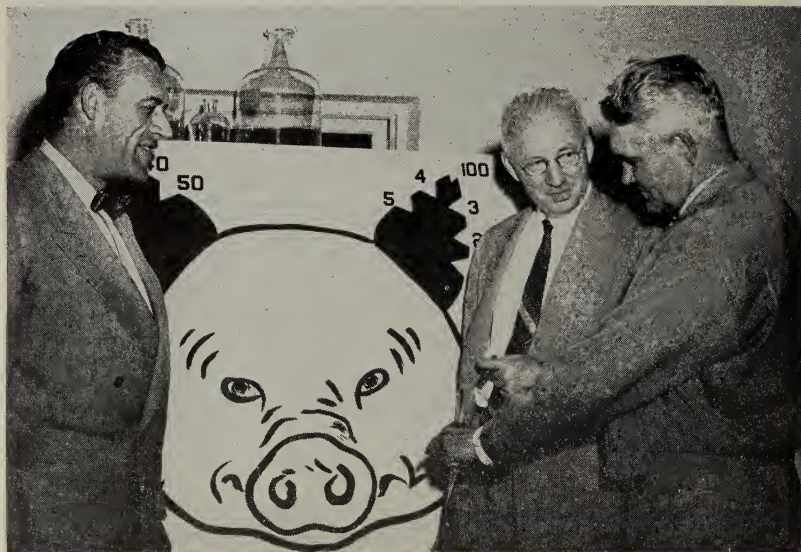
(5) February. *Palmour Street*—University of Georgia film. The film describes the day-to-day problems in living for a negro family in a small town in Georgia.

(6) March. *To Live Together*—An Anti-Defamation League film. This film describes a children's camp near Chicago and the adjustments in camp life of children who come from diverse backgrounds.

(7) April. *Rivers Still Flow*.—Northern Baptist Conference film. This film describes some of the problems of Indian life as seen through the eyes of an Indian college student.

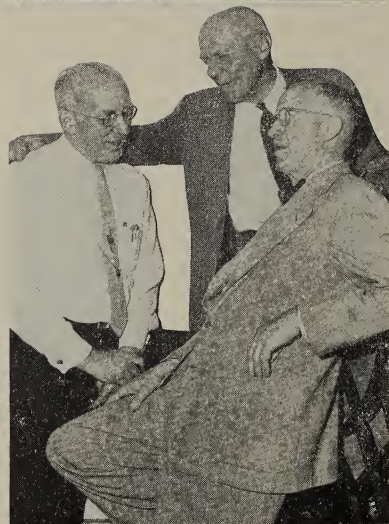
There has been excellent participation in these programs in Hardin County. The total number of participants has been about 200. The dis-

## Administrator Ferguson Gets Around



ADMINISTRATOR C. M. Ferguson, a recent guest of the Madera County, Calif., Extension Service, was interested in seeing the facilities at the Madera Farm and Home Adviser's Demonstration Building. Wayne F. Weeks, acting State extension director (left) and Madera County Farm Adviser Walter Emrick (right) show Mr. Ferguson a chart on how to notch stock's ears, used in a 4-H demonstration, identifying pigs for greater profit.

When directors of State Extension Services and Experiment Stations from over the South gathered in Auburn, Ala., for a 5-day meeting, the group above compared notes on farm progress. From left to right are C. M. Ferguson; H. N. Young, director of the Virginia Experiment Station, Blacksburg; and P. O. Davis,



director of the Auburn Polytechnic Institute Extension Service, Ala.

cussions have been free, lively, and informative, and the women themselves feel that a whole new area of understanding has opened up for them. Many of them have requested reading lists, and all have expressed a desire to carry on the program a second year. Several additional

counties in Iowa will carry the program next year.

A bulletin will be published at Iowa State College in the fall which will serve as a blueprint for the extension services in other States who wish to develop similar programs.



## Be Wise When You Buy

(Continued from page 163)

clinic by showing stoves of various types and fuel use.

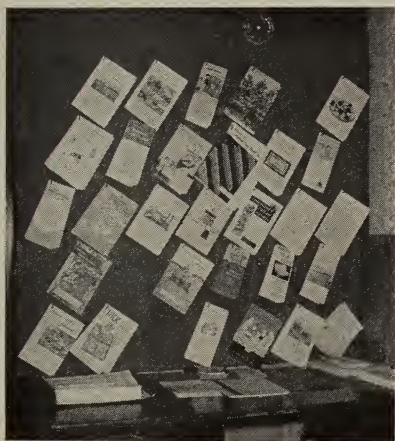
There were approximately 125 adults in attendance at the demonstration. Mimeographed information "Be Wise When You Buy a Range" was distributed to adults only during the stove clinic by members of parish consumer education committees and other home demonstration leaders. These women were located in various buildings where there were homemaking exhibits. It was estimated that this information was given to approximately 600 people.

Mrs. Ethel Fuller, home demonstration agent of Madison Parish, had followed through step by step on

this project. The forerunner of the stove clinic were the home demonstration club meetings held during September on "What to Look for in Buying a Range." Letters were sent to agents in the adjoining parishes, and the clinic was publicized by news stories and radio broadcasts.

The need of such a clinic had grown out of suggestions and requests for studies by the subcommittee on Consumer Education of the Madison Parish Agricultural Planning Committee. The beginning of the stove clinic work included a survey with parish homemakers which determined the kind of stoves needed for replacing wornout stoves as well as requests for information on the use and care of stoves. The plan is to measure the results of this clinic and stove project a year from now.

• **Retirement** among the stalwart pioneers of Extension leave a sense of loss among their coworkers. For example, those recently retired include John A. Arey, known to thousands of farmers as the "Father of Progressive Dairy Program in North Carolina," after 41 years of service; Roger W. Morse, another extension dairyman, for 30 years closely linked with the growth of Oregon's dairy industry; Lurline Collier, Georgia, who this month retires as State home demonstration leader after 36 years of service. (A pageant depicting her life from the time she began as home demonstration agent in Jackson County until the present was staged by members of the Georgia Home Demonstration Agents' Council at the annual meeting.

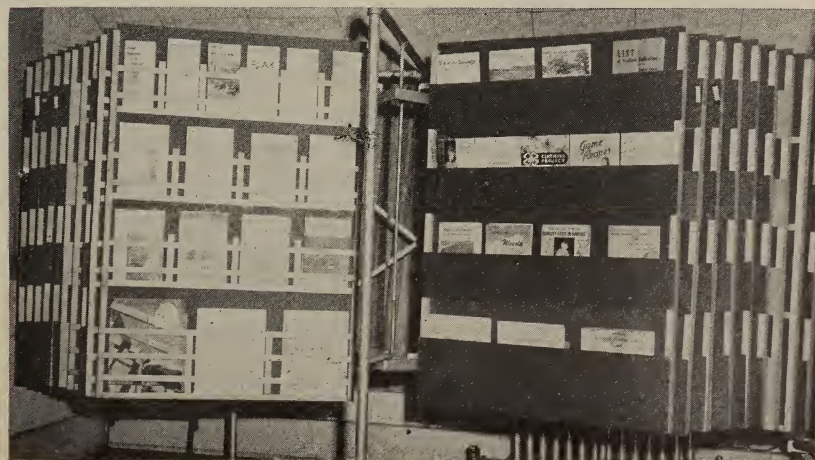


## Ideas in Bulletin Racks

SIMPLE, but effective, is this display board for current bulletins. This was made of corrugated paper on a wood background, with screw hooks to hold publications, by Bruce Walker and Virgil Crowley, agents in Boone County, Mo. (left).

This South Dakota rack holds a dozen copies each of more than 700 different titles. The leaves swing freely in a space 9½ by 5 feet. This model has 20 leaves, 32 by 48 inches, and was built at a cost of \$150 in 1952 (below).

Only the newest or most timely bulletins are on display in many offices. The others and the extra supply of those in the rack need to be easily available. In Harris County, Tex., they are stored underneath the bulletin rack (below). In these cupboards which are not accessible to the public, the bulletins are conveniently located. They can be classified to conform to arrangement on the bulletin racks and kept in neat and orderly piles.





# Extension Gets Action

**Maine extension campaign for killing potato tops was effective on 60 percent of the 1953 acreage. Result—fewer potatoes, better quality, higher prices, lower costs.**

THE MECHANICAL and chemical killing of potato tops on 60 percent of Maine's 1953 potato acreage didn't just happen. It was the result of a well-organized campaign involving everyone interested in better Maine potatoes. The Maine Extension Service and county extension associations were responsible for initiating, organizing, and sparking the campaign, starting as early as July and carrying through into early September.

Through the combined efforts of many cooperating agencies and organizations, top-killing recommendations were put into action on individual farms by growers themselves.

Anxious to harvest potatoes of good uniform size and high quality, growers were quick to subdue the excellent growth by top killing well before harvest time. This allowed the tops to become completely dead and dry; gave potato skins a chance to toughen, making them less susceptible to skinning and bruising; and very materially prevented the growth of oversize potatoes. A decrease in potential yield of 7 million bushels, or 10 percent of the early estimate, is attributed to this action in eliminating the nonmerchantable, undesirably large potatoes.

The results of these efforts have echoed and re-echoed throughout the State of Maine and in its market areas wherever Maine potatoes have been shipped this year. Uniform size and high quality have been outstanding characteristics of the product, visible evidence of the value of concerted effort and positive action to harvest the best possible crop for market.

The balance of the Maine acreage that was not top-killed by rotobating or chemical methods did not require these means before harvest.

For the most part, this represented later plantings that were killed naturally by frost well before digging.

Representatives of the Extension Service, the State Department of Agriculture, Experiment Station, Potato Tax Committee, Farm Bureau, Young Farmers, Chamber of Commerce, and the potato, fertilizer, equipment, transportation, farm supplies, and banking industries were included in planning the campaign and participated in it.

Intensive radio and newspaper publicity was given to the subject in potato areas throughout the month of August to carry the word continuously right up to the point of action in early to mid-September.

The campaign was organized and conducted in the following manner. A brief, concise, easily read extension circular was distributed to all potato growers in early August. Printed on green paper, its distribution in the potato area has been referred to as "the green shower"—so well was it timed and so quickly was the information disseminated.

## Successful Conference

*(Continued from page 161)*

In answering the second question above, agents requested (1) help from the college in setting up leadership training sessions for people in the counties, (2) brief, understandable summaries of research in the field of human organization and leadership, and (3) more research in the counties on extension organization and leadership problems.

Roger W. Cramer, president of the New York State County Agricultural Agents Association said: "If I were to summarize this conference very briefly, I would say that it has been

a challenge to every one of us; probably the foremost challenge we have had in a long time. I believe there is a need for leadership training around New York State. The way agriculture and the world in general is going, we are going to need agricultural leadership more in the future than we have in the past. I do not know of any organization that is better equipped to do the job of developing leadership than the Extension Service."

## URBAN 4-H CLUBS

The urban committee of the National 4-H Club Agents Association has given much consideration to the problems of organizing 4-H Clubs in urban areas. Committee members agree that there is an increasing need and demand for 4-H Clubs in suburban and urban localities.

In highlighting some of the problems in such expansion the committee's report discussed the need for different methods of organization. Urban work accentuates the need for the club agent to spend his time organizing and in training leaders rather than in making project calls and doing errands.

Youth responsibility should be directed toward the club program in community affairs and participation in club activities. The projects should be practical but used only as a means to maintain interest in the 4-H program. However, this committee went on record to support the "high standards in 4-H Club work that have made 4-H the greatest youth movement in the world."

City people, as well as some extension personnel, will have to believe that 4-H is not solely a "rural program." If this is accomplished 4-H public relations attitudes and materials will have to be revised.

An awards system for urban 4-H Club projects is needed locally, statewide, and nationally. In general, the urban members are more limited in scope of possible accomplishments than rural young folks.

The committee felt the need of further information on the subject and is continuing their work of collecting information on the experiences of the members of the association in urban club work.



## Ideas from Oklahoma

*(Continued from page 165)*

Dr. Lowell Walters and Dr. J. C. Hillier from the Oklahoma A. and M. meats department, have cooperated with this training. Schools have been held for agents on the college campus, and one year they were held in each of the four extension districts in the State.

Dr. Walters and four of his students majoring in meats help with the State event, which requires considerable assistance because of the number of girls taking part and the rapidity with which results must be ascertained.

One of the larger meat packers of Oklahoma provides the retail cuts, the meat judged for quality, and the place for the judging. In addition, the company gives a plaque to the top-placing team, and bracelets to the five highest ranking individuals. The Oklahoma City Chamber of Commerce provides cash awards to the 50 girls ranking highest.

All teams entered in the contest are numbered and divided into four groups. To facilitate scoring and to insure that no team participates as a group, each team is subdivided into A,B,C, and D groups. In the first group of teams, all the girls in the A class are taken to the refrigerated meat room and given 30 minutes to identify the 50 cuts and judge the classes. Then the B, C, and D groups are taken through in a similar manner. This procedure is repeated three times for each of the team divisions.

The judging is a 1-day affair, completed about 3 p.m. All contestants are scored and the names of the top-ranking individuals and the winning team are announced that night at a banquet given by the meat packing company for all 4-H boys and girls participating in the livestock show.

"It's a real race with the clock to have the results ready," Miss Carlson said, "but with the help of Dr. Walters and his staff, our specialists, and some of the home demonstration agents, we are able to announce the top winners."

This year for the first time a short course in meat identification was included in the schedule of State 4-H roundup held on the A. and M. cam-

pus the first week of June. One hundred and seventy-five boys and girls attended this short course which was conducted by Dr. Walters.

Mary Abbott, assistant State 4-H leader, works closely with Miss Carlson on organization plans for the entire project.

The training received will be helpful to the girls whether they use meat produced on their farms or buy it at a meat counter," Miss Carlson said. "We hope and expect that the program will continue to expand."

## The Go-Ahead Signal

*(Continued from page 155)*

agent for every 250 farms and in each county an executive extension agent who would be the chairman of this staff and other staff members. There should be an average of 3 workers in each county giving full time to 4-H and youth work; and 4 extension agents working on home problems in every county, at least 1 of these women as a project partner with 1 or more agricultural agents in a farm and home development program. They favored inservice training and public policy personnel in each State, and suggested about 10 extension specialists working on marketing questions in each State. About 400 would work on consumer education in cities of 200,000, supported by State specialist staffs of 100.

These are not small figures but are supported by rural people who believe they are not too large. Maybe the job is larger than we have realized and in the past we have been spread too thin. Maybe enough has been accomplished to prove that concentrated educational work will bring results.

Secretary Benson encouraged a more concentrated approach for extension work when he said in regard to balanced farming, "Unless we improve the ability of the farmers to make voluntary adjustments we shall increasingly face the necessity of making them arbitrarily."

Pathways forward always are made much plainer by some backward looks along trails which have been covered. From the first, our cornerstone has been the county extension

agent. Rural people developed confidence and belief in their county extension agents, who demonstrated simple, and often unrelated, principles in physical and biological sciences, and simple facts in home technology. In time too, they asked for assistance over a wider range of subjects—marketing, farm management, rural health and housing, community organization, and rural education.

Extension work became really solidly established in the depression years of the early thirties when there was a surprisingly small loss of county extension agents through loss of local appropriations. These off-campus staff members had become established as constructive leaders as well as teachers, giving aid everywhere in innumerable emergency situations, both collective and individual. In the period from 1940 up to the present, county appropriations increased approximately 6½ million dollars to approximately 21 million dollars, and State appropriations from about 6 million to 33 million dollars, with no comparable increase in Federal support.

## Major Problems— Minor Finances

So, today we find ourselves, after years of trial and establishment at a point where we are conscious of a fair measure of success but confronted again with major problems and minor finances.

We must stand up, proclaim our talents; and cause them to be counted and evaluated. We must focus these talents fully on the needs of the people as they have expressed them and again prove that the rural people of America can receive their education in agriculture, home economics, and related rural-life subjects locally through their own collective effort, making best use of scientific and technical facts.

Through their organizations, farm people have asked if we have the vision and will to take on the terrific task of organizing a concerted attack on all the problems they, as farm people from Maine to California, have recognized. We have answered, yes. Congress has given the go-ahead signal, the ball is in our hands. What shall we do with it?

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## *On the Alert*

August is vacation time and forest fire time. Last year, forest fires dropped 18 percent below the number which occurred in 1952. Much of this improvement is due to the Smokey Bear Program—the nationwide Cooperative Forest Fire Prevention Campaign—conducted jointly by the Department's Forest Service and the State foresters under the sponsorship of The Advertising Council, Inc., Extension agents, school teachers, women's clubs, 4-H Clubs, and numerous organizations and individuals throughout the country are cooperating in this fire prevention campaign.

*Smokey receives as high as 4,500 letters in a single day. Most of the mail comes from youngsters anxious to become Junior Forest Rangers and to help Smokey in his drive to prevent man-caused forest fires.*



**GO ALONG WITH SMOKEY IN PREVENTING FOREST FIRES IN 1954**